

Major leagues to divide \$42.3-million melon in '73

Broadcast rights this season will climb to an all-time high with stations and NBC-TV planning to handle more games than ever in prime time

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Baseball's major leagues this year will get \$1.3 million more for broadcast coverage rights than in 1972. The price tag for 1973 is expected to total \$42,385,000.

It breaks down this way:

- The 24 major-league clubs will get \$24,385,000 for rights negotiated on local and regional levels. The National League's reputation for keener business acumen is enhanced by the fact that the NL will this year take a \$2.7-million larger slice of the pie.

- \$18 million will be paid to the majors by NBC-TV in 1973, the second year of the network's four-year contract.

The total could go even higher since Mutual is currently negotiating with the majors for a "Game of The Week" for radio.

Unlike their professional counterparts in football, the baseball heads are not afraid of over-exposure on radio-TV. Several clubs, such as the Atlanta Braves, Chicago White Sox and New York Mets will get massive exposure on TV, much in prime time and much with home games. In Atlanta, the desire for more prime-time games was cited by the Braves as a factor in its shift to WTCG-TV, an independent UHF there.

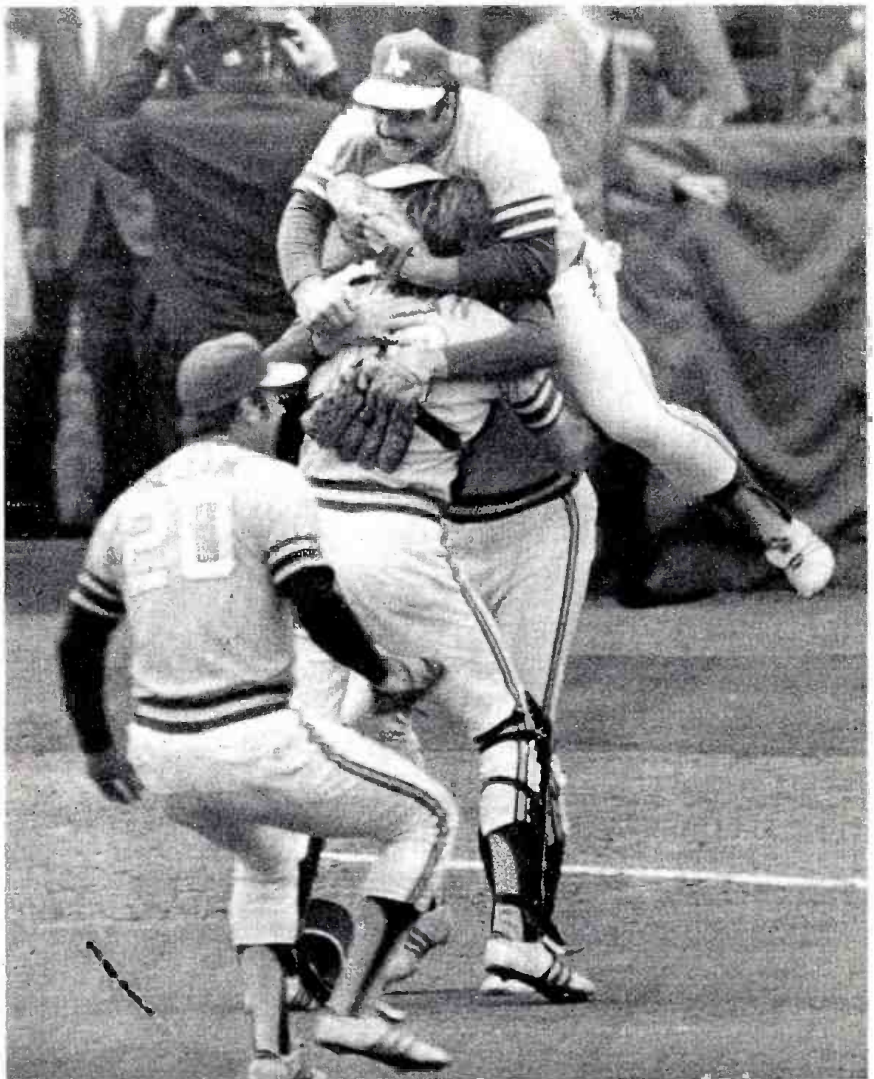
The increased scheduling comes in the face of a trend of recent years in which ball games have become longer due to more deliberate actions of the players as well as the time-consuming strategies of modern-day managers.

But broadcasters quickly point out that better production techniques and more knowledgeable sportscasters have succeeded in rectifying these situations.

Steve Seymour, general manager of WJZ-TV Baltimore, agrees that baseball "can be boring," but said that the broadcasters' innovative production techniques have made even the dull games more palatable.

Others expect a bit more dash to be added to the coverage by such things as the American League's new "designated-pinch hitter" (a permanent hitting substitute for the pitcher) and the increasing interest around the National League as the Braves' Hank Aaron gets closer to Babe Ruth's 714-home-run record. He's 41 home runs away.

But the more business-conscious broadcasters cite impressive local audience



Name of the postgame game seemed to be leapfrog. Actually, it was the climax scene of the 1972 season as captured on TV and radio at Riverfront Stadium in Cincinnati. The Oakland A's had just wrapped up the World Series with a 3-2 win over the hometown Reds. The A's Mike Hegan (20) rushes over to join teammate Sal Bando who jubilantly jumps onto catcher Dave Duncan and relief pitcher Rollie Fingers. The Athletics were no happier than NBC which found Merriwell scripts when both divisional playoffs went the maximum five games and the World Series went the full seven games.

ratings and the unprecedented tempo of sales to advertisers as the final proof that baseball has lost none of its pizzazz.

BROADCASTING's check of the 24 clubs bears this out. The only soft spots seem to be in San Diego and Texas.

In San Diego, the Padres have their usual broadcast problem of geography—hemmed in on the east by the desert, on the west by the Pacific, on the south by Mexico, and on the north by the Los Angeles Dodgers' territorial rights. The situation is compounded this year by the reluctance of KCST-TV San Diego to negotiate for TV rights. The station, an independent UHF, doesn't appear to want to hamper its present quest for an ABC affiliation by baseball commitments (see page 46).

The Texas Rangers, a financial and artistic disappointment during their first year in Arlington, Tex., continue to be snake-bit in radio and television. An

11th-hour decision by the Arlington Park Corp., the city-owned subsidiary that made a 10-year, \$7-million advance for broadcast rights to Rangers owner Bob Short, resulted in termination of a radio-TV selling agreement with an outside agency. Roy Park, 19-year veteran at WRR(AM) Dallas, was retained in late January to revamp the Rangers' broadcasting. Lack of time to sell could be disastrous, but the next six weeks will properly tell that story.

No one is more confident than NBC that 1973 will be a banner year for baseball, and it is planning accordingly.

All of the nonweekend World Series games in 1973 will be telecast by NBC at night, and advertisers will be ponying up \$110,000 for a minute spot in these games—a record for baseball.

Last year's two World Series night games between the Oakland Athletics and the Cincinnati Reds attracted record

Baseball's '73 opening line-up: the money, stations, games sponsors

AMERICAN LEAGUE-EAST

Team	1973 rights	1972 rights	TV originator and affiliates	Radio originator and affiliates	In-game sponsors (and agencies) only
Baltimore	\$ 775,000	\$ 775,000	WJZ-TV	WBAL 40	National Brewing (Doner) on radio and TV. Other participants TBA.
Boston	1,000,000	700,000	WBZ-TV 5	WHDH 50	F&M Schaefer Brewing (BBDO), New England Chrysler-Plymouth Dealers (Young & Rubicam), Zayre department stores (Ingalls Advertising), Coca-Cola (McCann-Erickson), BP gasoline (C&C Advertising), all on radio. Atlantic Richfield (Needham, Harper & Steers), Shawmut Bank (Cabot), Kennedy clothing (Hawley Advertising), all on TV.
Cleveland	800,000	800,000	WJW-TV	WWWE 20	Genessee Brewing (Esty) only sponsor so far sold for TV. Radio sponsorship TBA.
Detroit	1,000,000	1,200,000	WJBK-TV 8	WJR 38	Pabst Brewing (Kenyon & Eckhardt), Standard Oil (D'Arcy-McManus), Lincoln-Mercury Dealers Assn. of Michigan (Kenyon & Eckhardt), Pepsi-Cola (BBDO), Motorcraft Division of Ford (Kenyon & Eckhardt), AAA (Stockwell/Marcuse), Clock Restaurants of Michigan (Stockwell/Marcuse), Consolidated Cigar (Compton), Hygrade Food Products (Doner), all on TV. Stroh Brewery (Doyle, Dane, Bembach), Marathon Oil (Campbell-Ewald), Bulck Dealers (McCann-Erickson), Detroit Bank & Trust (Ross Roy), B. F. Goodrich (Grey), all on radio.
New York	1,300,000	1,300,000	WPIX 10	WMCA 30	F&M Schaefer Brewing (BBDO), Getty Oil (DKG), Datsun (Parker), Motorcraft Division of Ford (Kenyon & Eckhardt), Consolidated Edison (Dancer-Fitzgerald-Sample), Avco financial services (Bozell & Jacobs), Royal-Crown Cola (Joyce), all on TV, others TBA. Getty Oil (DKG), Datsun dealers (Parker), F&M Schaefer Brewing (BBDO), Avco financial services (Bozell & Jacobs), all on radio, others TBA.
Texas	700,000	*700,000	KDFW 2	KRLD 16	Sponsors not set.

AMERICAN LEAGUE-WEST

Team	1973 rights	1972 rights	TV originator and affiliates	Radio originator and affiliates	In-game sponsors (and agencies) only
California	1,000,000	1,000,000	KTLA	KMPC 20	Anheuser-Busch for Busch Bavarian Beer (Gardner-D'Arcy), 1/4; Home Savings & Loan (Galaxie), 1/8; Goodyear Tire & Rubber (Bruce Wert), 1/8; McDonald's drive-in restaurants (Davis Johnson Mogul & Colom-batto), 1/16; Consolidated Cigars (Compton), Fiat Motor (Carl Ally), Teledyne Corp. for Packard-Bell (Sachs, Finley & Kaye), participating, all on TV. Standard Oil of Calif. (BBDO), 1/4; Anheuser-Busch for Busch Bavarian beer (Gardner-D'Arcy), 1/4; Continental Airlines (Needham, Harper & Steers), 1/4; Chevrolet (Campbell-Ewald), 1/4; all on radio.
Chicago	1,050,000	1,000,000	WSNS 6	WMAQ	Motorola (Frank), Chevrolet dealers (Eisaman, John & Laws), Falstaff Brewing (Needham, Harper & Steers) all on TV, others TBA. Hamm's beer (Dancer-Fitzgerald-Sample), General Finance (Post-Keyes-Gardner), Chevrolet Motor Division (Campbell-Ewald), Chicken Unlimited (Dickens), Jack's men's wear (Bednarz, Sutorius, Miller, all on radio.)
Kansas City	650,000	650,000	KBMA-TV 12	KMBZ 50	Sponsors TBA.
Milwaukee	600,000	600,000	WTMJ-TV 11	WTMJ 40	Jos. Schlitz Brewing (Burnett) on TV and radio; other TBA.
Minnesota	950,000	850,000	WCCO-TV 15	WCCO 45	Midwest Federal Savings & Loan (M. R. Bolin) 1/3 and Schmidt's beer (Bates) 1/3; both on TV; other 1/3 being sold. Midwest Federal Savings & Loan (M. R. Bolin) and local participating sponsors buying on radio under new rotating plan (see Twins' capsule, page 42).
Oakland	1,000,000	1,000,000	KTVU 2	KEEN 18	TV sponsorship TBA (rights acquired just this month). Radio sponsors TBA.
AL totals	\$10,825,000	\$10,575,000			

Rights figures are BROADCASTING estimates of net prices. When team packages its own games, the figure is after talent, production and line charges. Not included in table is NBC's payment for nationally televised

games which this year amount to \$18 million under four-year contract that started in 1972.
*Rangers figure for 1972 adjusted.

baseball audiences, according to NBC—a 33.6 rating and 49 share for the Wednesday, Oct. 18, game and a 33.5 rating and 50 share for the Thursday, Oct. 19, game. The weekend World Series day games are being tabbed at \$70,000 a minute, and advertisers who want a minute on the 1973 All-Star Game will be shelling out a record \$90,000.

For the first time, Monday-night baseball games will be a weekly feature of

NBC's schedule from May 21 through Sept. 3 (Except for July 23, the Monday before the next night's All-Star Game, a traditional open date for all major-league teams). The total of 15 Monday-night games is five more than NBC televised last year, and ten more than it televised two years ago. The price is up on the Monday games, to \$44,000 a minute in the second quarter and \$35,000 a minute in the third quarter. Week-end divisional play-off games are going

for \$35,000 a minute, with weekday play-offs at \$10,000 a minute.

A slight dip in over-all ratings of the weekly Saturday-afternoon games last year has prompted NBC to lower the per-minute price from \$20,000 to \$19,000. Twenty-six Saturday-afternoon games will be televised this year, the same number as last year.

Curt Gowdy, Tony Kukek and Jim Simpson will be returning to handle the play-by-play for NBC-TV. Missing will

NATIONAL LEAGUE-EAST

Team	1973 rights	1972 rights	TV originator and affiliates	Radio originator and affiliates	In-game sponsors (and agencies) only
Chicago	\$ 1,200,000	\$ 1,000,000	WGN-TV 14	WGN 20	Pabst Brewing (Kenyon & Eckhardt), Ford Motor (Kenyon & Eckhardt), both on TV. Oak Park Federal Savings & Loan (Connor-Sager); G. Heileman Brewing (Campbell-Mithun), Metropolitan Buick Dealers of Chicago (Post-Keyes-Gardner), Karoll's Men's Wear (Kalom/Cohen/Greenbaum), Union Oil (Burnett), Walgreen Drug (Scott & Scott), all on radio.
Montreal	800,000	600,000	CBC 60	CFCF (English) 6 CKAC (French) 21	TV sponsorship TBA. O'Keefe Breweries (Foster), Texaco (Ronalds/Reynolds), Bank of Montreal (Vickers & Benson), Voyageur Bus Lines (direct), Loto Quebec lottery (direct), Eaton's department stores (direct), all on radio.
New York	1,250,000	1,250,000	WOR-TV 6	WHN 25	Rheingold Breweries (Young & Rubicam), Getty Oil (DKG), Manufacturers Hanover Trust (Young & Rubicam), General Cigar (Young & Rubicam), all on TV. Rheingold Breweries (Young & Rubicam), Household Finance (direct), Chrysler dealers (Young & Rubicam), Getty Oil (DKG), Mars candy (Bates), all on radio.
Philadelphia	1,600,000	1,500,000	WPHL-TV 3	WCAU 16	Schmidt's beer (Rosenfield, Sirowitz & Lawson), Arco (Needham, Harper & Steers), Girard Bank of Philadelphia (Altken/Kynett), Chrysler-Plymouth dealers (Young & Rubicam), Consolidated Cigar (direct), Ford Auto-Lite (Kenyon & Eckhardt), Schmidt's beer (Rosenfield, Sirowitz & Lawson), Arco (Needham, Harper & Steers), Chrysler-Plymouth dealers (Young & Rubicam), MAB Paints (Reimel), Four-States Builders home-improvement firm (Silver), all on radio.
Pittsburgh	1,000,000	450,000	KDKA-TV 3	KDKA 42	Arco (Needham, Harper & Steers), Pittsburgh Brewing (Ketchum, MacLeod & Grove) and local participating sponsors, all on TV. Arco (Needham, Harper & Steers), 1/6; Pittsburgh Brewing (Ketchum, MacLeod & Grove), 1/3; Pittsburgh Plate Glass (Thompson-Maitland), 1/6; Chrysler-Plymouth dealers (Young & Rubicam), 1/6, and Food Land stores (direct), 1/6, all on radio.
St. Louis	800,000	800,000	KSD-TV 20	KMOX 110-115	Anheuser-Busch (Gardner), First National Bank of St. Louis (Gardner), Sunoco DX brand (Gardner), all on TV. Anheuser-Busch (Gardner), Famous-Barr department store (direct), local participating sponsors, all on radio.

NATIONAL LEAGUE-WEST

Team	1973 rights	1972 rights	TV originator and affiliates	Radio originator and affiliates	In-game sponsors (and agencies) only
Atlanta	1,000,000	1,000,000	WTCG 26	WSB 55	Gulf Oil (Young & Rubicam), Pabst Brewing (Kenyon & Eckhardt), Coca-Cola (McCann-Erickson), Lever Bros. Lifebuoy (J. Walter Thompson), Consolidated Cigar (Compton), Bristol-Myers Vitalis (Young & Rubicam), Motorcraft division of Ford (Kenyon & Eckhardt), Trust Co. of Georgia (Tucker-Wayne), Delta Airlines (Burke, Dowling, Adams/BBDO), Quality Bakers of America Sunbeam bread (QBA), Cotton States Insurance (McRae & Bealer), all on TV. Coca-Cola (M-E), Delta Air Lines (BDA/BBDO), Cotton States Insurance (M&B), Anheuser-Busch (D'Arcy) Sterling beer (Burton-Sohlgan), General Finance Corp. (Post-Keyes-Gardner), Walton Clothes (Henry Sherry), SSS 20/20 eye lotion (Tucker-Wayne), Goody's headache powder (Tucker-Wayne), Atlanta Dodge Dealers (BBDO), Chevrolet (Campbell-Ewald), Gulf Oil (Y&R), all on radio.
Cincinnati	1,300,000	1,300,000	WLWT 10	WLW 80	Hudepohl Brewing (Stockton-West-Burkhart), 1/3; Tressler Oil (J. S. Freedman), Marathon Oil (Campbell-Ewald), all on TV; other TV sponsors TBA. Marathon Oil (Campbell-Ewald), Stroh's beer (Doyle, Dane, Bernbach), Conwood Corp. Red Fox tobacco (Tucker-Wayne), Frisch's Big Boy restaurants (Rollman), First National Bank of Cincinnati (Northlich/Stolley), Pepsi-Cola (Robert Acorn), all on radio.
Houston	1,000,000	1,000,000	KPRC-TV 16	KPRC 32	Chevrolet (Campbell-Ewald), Texaco (Benton & Bowles), Lone Star beer (Glenn), all on TV-radio.
Los Angeles	1,800,000	1,800,000	KTTV	KFI 10	Union Oil (Leo Burnett), 1/4; Farmer John meat products (Pacific West), 1/4; Olympia beer (Botsford Ketchum), 1/4, all on TV and radio.
San Diego	710,000	710,000	None yet	KOGO	Standard Oil of Calif. (BBDO), 1/6; Miller's beer (McCann-Erickson), 1/6; U.S. National Bank (Barnes-Chase) 1/6; Westgate Calif. Corp. for land development (Barnes-Chase) 1/6, all on radio.
San Francisco	1,100,000	1,100,000	KTVU(TV) 2	KSFO 14	Union Oil (Burnett), 1/4; on TV. Chevrolet (Campbell-Ewald), 1/3; Standard Oil of Calif (BBDO), 1/3; United Airlines (Burnett), 1/3, all on radio.
NL totals	\$13,560,000	\$12,510,000			
Maj. league totals	\$24,385,000	\$23,085,000			

be Sandy Koufax, onetime National League star, who had been doing color. He announced his resignation last Thursday (Feb. 22) and no successor was immediately named.

Major sponsors lined up so far by NBC-TV are Sears, Roebuck (J. Walter Thompson), Chrysler (BBDO), Gillette (Moorgate), Schlitz Beer (Leo Burnett), Miles Labs (Clifford Botway), J. B. Williams toiletries (Parkson), Morton-Norwich (Benton & Bowles), Warner-Lam-

bert (JWT), Kentucky Fried Chicken (Burnett), R. J. Reynolds (Dancer-Fitzgerald-Sample), Continental Insurance (Doyle Dane Bernbach), Midas (Wells, Rich, Greene), State Farm Insurance (Needham, Harper & Steers), General Cigar (Young & Rubicam), and Merrill Lynch (Ogilvy & Mather).

The expansion of baseball plans at Mutual Broadcasting System comes in the wake of the radio network's success last year with the Monday night pro football

games and the favorable response to its coverage of various college football games.

The package being sought with major-league baseball would cover 13 "Game of the Week" broadcasts beginning in July.

C. Edward Little, president of Mutual—and coincidentally a onetime minor-league catcher, said: "We are in the midst of negotiations with Tom Dawson [of the Baseball Commissioner's office] and expect to clear the "Game of the

Week."

Mr. Little added that Mutual, which holds radio broadcast rights to the National League divisional playoffs, is trying to add the rights to the American League divisional playoffs.

Following is a city-by-city rundown of the radio-TV plans of each major-league club. Pregame and postgame sponsors are listed in the team capsules; sponsors of the actual play-by-play broadcasts are shown in the league charts on pages 38 and 39.

American League-East

Baltimore Orioles

WBAL(AM) Baltimore will again originate radio coverage of the Orioles, feeding exhibitions and the full 162-game schedule to a regional network of upwards of 40 stations.

Radio and television rights are held by National Brewing Co., which is tantamount to being held by the Orioles since both are under the same ownership. Radio arrangements are handled through Sports Media Inc., 1515 Reisterstown Road, Baltimore.

Chuck Thompson and Bill O'Donnell will return to do the radio play-by-play.

WJZ-TV Baltimore, which has presented the Orioles on television since 1964, will telecast 54 games this season, with the possibility that the schedule will be expanded. No preseason TV is planned. Messrs. Thompson and O'Donnell are expected to be named to handle the television coverage.

Boston Red Sox

WHDH-AM-FM Boston, continuing into its third decade of covering the Red Sox, will broadcast all 162 regular-season games plus 17 preseason contests. The Red Sox network encompasses 50 or so stations in all the New England states.

Ned Martin will do the play-by-play



No summer vacations for them. Curt Gowdy (l) and Tony Kubek (r) will be back with an even heavier schedule of NBC-TV baseball. Along with Jim Simpson and a successor to departing Sandy Koufax, they will cover the ball parks this summer.

again with Dave Martin (no relation) on color.

A five-minute pregame show, *Warm-Up Time*, hosted by Dave Martin, will be sponsored by Hanlon's Shoes of Boston (Stern-Frank Advertising) and Household Finance Co. (Needham, Harper & Steers). The five-minute postgame *Sports Extra*, also hosted by Dave Martin, has one sponsor so far, Household Finance Corp.

For the second straight year, WBZ-TV Boston will televise three preseason and 62 regular-season Red Sox games. At least five other stations, in Maine, New Hampshire and Rhode Island, will be on a regional TV network.

Ken Coleman and Johnny Pesky will do the play-by-play.

No pregame show is planned this year,

but the postgame *Red Sox Wrap-Up* will be hosted by Mr. Coleman and Mr. Pesky, and Bob Wilson will handle a sponsors are set for these postgame shows yet.

Cleveland Indians

WWWE(AM) Cleveland is the new originating station for the Indians' radio games—the first year of a three-year contract. All regular-season games will be broadcast, with no decision yet on whether preseason contests will be aired. Approximately 20 stations in Ohio, West Virginia and Pennsylvania will be on a regional radio network. Former Cleveland pitcher Herb Score will be back as a play-by-play man, with Joe Tate as his new sidekick. Both men will be involved in a 10-minute pregame *Dugout Interviews* and a 10-minute postgame *Tenth Inning*. No sponsors have been firmed up yet, according to the station, which has just changed its call letters from WKYC.

WJW-TV Cleveland has a new one-year contract with the Indians to televise 33 games this season. No regional hookup is likely because, according to a team spokesman (the team itself is retaining the TV rights), "we encroach on the territory of other major-league teams when we move in almost any geographical direction. To the east-southeast we run into the Pittsburgh Pirates, to the southwest there's the Cincinnati Reds, and the Detroit Tigers blanket the area north-northwest of us." And in smaller markets that might be interested in carrying the Indians' games, the spokesman added, "the line-haul charges are often prohibitive."

The team has not signed its TV announcers yet.

Detroit Tigers

WJR(AM) Detroit starts its 21st year as the flagship station on the Detroit Tigers' network with plans to originate the 162-game regular-season slate and 14 presea-

New face in sales line-up: National Baseball Network

Don Stuart, former Yankee executive, establishes TV service to place sponsors in local, regional baseball; plans for 1974 call for expansion into radio as well as other sports

A National Baseball Network offering advertisers commercial time in local and regional TV coverage of major-league baseball games in all 19 U.S. major-league cities, was announced last week by Don Stuart, former broadcast affairs vice president of the New York Yankees, now head of Stuart Broadcasting Co., New York.

Mr. Stuart said his first sale was to the Consolidated Cigar Corp., on behalf of its El Producto brand, through Compton Advertising, New York. The order, he said, calls for a 30-second commercial in each game of 17 teams on their home stations and affiliated networks.

The teams omitted from the order were the Minnesota Twins and the San Diego Padres, which Mr. Stuart said had not completed their TV arrangements when the cigar order was cleared. He said he had since reached agreement with the Twins and WCCO-TV Minneapolis-St. Paul regarding future business and has made a deal with the Padres that is contingent on the club getting a TV outlet. In cities with more than one team, he is aligned with only one.

Mr. Stuart said other sales were pending and he would limit his total to four 30-second announcements "to avoid interference with local sales and spot-sales activity." He estimated that, including regional baseball networks, NBN's line-up would range between 160 and 185 stations. He said he expected to have a similar radio lineup for the 1974 baseball season and also anticipated expanding the

TV concept into other sports. The Latin-American division of his company, he said, fed radio coverage of last summer's major-league play-off games to a number of Latin-American stations.

He quoted Herb Amster, El Producto brand manager at Consolidated Cigar, as saying of NBN that: "to us [it] represents an unusual opportunity to gain higher ratings in the major markets and promotional tie-ins on a local basis with the participating teams. We know of no other live sports offering in the summer months which combines these two important considerations on such an efficient basis."

Mr. Stuart was with CBS-TV and with stations and rep firms before he left the Yankees last summer and opened Stuart Broadcasting. Its offices are at 155 East 55th Street, New York 10022, telephone (212) 371-0255.

son contests. This year's Tigers' network will include at least 38 stations. Ernie Harwell and Paul Carey will do the play-by-play.

Mr. Harwell will handle the 10-minute pregame *Tiger Beat* and Mr. Carey will do the 10-minute postgame *Scores and Highlights*. Both shows are half-sponsored by Household Finance (direct).

The Tigers are holding on to their own TV rights for the ninth straight year, leasing time on WJBK-TV Detroit. The station, which begins its 20th year of Tigers telecasts, will originate 40 regular-season games and one preseason game. The club hopes to get eight other stations on a regional TV network in Michigan, Ohio and Indiana.

George Kell and Larry Osterman are back as the play-by-play men. Mr. Kell will do the 15-minute pregame *Tiger Talk*, and Ray Lane will host the 10-minute postgame *Baseball Scoreboard*.

New York Yankees

WMCA(AM) New York is on the last year of a three-year contract with the Yankees. Ten preseason and all 162 regular-season Yankee games will be aired on regional hookup of approximately 30 stations.

Phil Rizzuto, Frank Messer and Bill White will again be the announcers.

No postgame show is contemplated by WMCA, but Mr. Messer will do a brief pregame program, as yet untitled.

On the television side, WPIX-TV enters into its 22d year as flagship station on the 10-station Yankee network. The three-man radio crew will also do the TV side.

A partial list of sponsors include Schaeffer Beer (BBDO), Getty Oil (DKG), Datsun (Parker), Motorcraft (Kenyon & Eckhardt), Consolidated Edison power company (Dancer-Fitzgerald-Sample), Avco financial services and loans (Bozell & Jacobs) and Royal Crown Cola (Joyce Advertising).

Two preseason and 78 regular-season games are to be telecast this season.

Milwaukee Brewers

WTMJ(AM) Milwaukee will continue as the Brewers' radio outlet, feeding eight exhibitions and the full regular-season schedule to a network of 40 stations in Wisconsin, Iowa, Illinois and Minnesota.

Merle Harmon returns for the radio play-by-play and will be joined by former major-league catcher Bob Uecker.

The Jos. Schlitz Brewing Co., through its broadcast division, packages the Brewers' games on radio-TV. Just appointed as assistant manager of the broadcast division and director of radio operations is Thomas J. Collins, who was with WEMP(AM) Milwaukee and last year did Brewers games on radio.

WTMJ-TV Milwaukee will be back on the TV side, feeding 30 telecasts (13 in prime time, 10 on Saturdays, four on Sundays and three on weekdays) to an 11-station regional network.

Mr. Collins and former Braves short-stop Johnny Logan (on color) will be the TV team.

American League-West

California Angels

KMPC(AM) Los Angeles is set for the 13th season to carry all 162 league games of the Angels, and to feed 19 other stations in Southern California, Arizona and Nevada. Eighteen preseason games will also be carried.

The sponsors for warmup and postgame segments are Langendorf Breads (A/Media), and California Blue Shield (Coleman). For the pre-game *Angel Hot Line*, a two-way telephone show, sponsor is Sears-Roebuck (Star Advertising). For the postgame news summary, sponsors are Midas Muffler (Wells, Rich, Greene) and the following on a participating basis: Roadway Inns of America (E. B. Lane); Fotomat film developing firm (direct), Arrowhead Puritas Water (Ayer, Jorgensen & MacDonald), and United Truck Driving School (direct).

Announcers for the play-by-play, as well as pregame and postgame shows are Dick Enberg, Don Drysdale and Dave Niehaus. Mr. Drysdale, former Los Angeles Dodger star, did color for the Texas Rangers last season.

KTLA(TV) Los Angeles will be going its 10th year of covering the Angels and has scheduled five preseason exhibitions and 25 road games during the regular season.

Messrs. Enberg and Drysdale will handle the TV play-by-play.

Chicago White Sox

WMAQ(AM) Chicago will originate nine preseason and the 162 regular-season

Chicago White Sox games this year.

Gene Osborn and Harry Caray will be the play-by-play announcers.

Jack's Men's Stores is sponsoring a pregame show and Chicken Unlimited, along with the Chicago Plastering Institute is picking up the tab for a postgame show.

WSNS(TV) Chicago, a UHF station, takes over this year on the TV side. It plans to telecast 130 White Sox games this season. The Sox retain the rights, buying the time from WSNS and then selling directly to the advertisers. At least six other TV stations will be a network covering Illinois, Indiana and Iowa. Actual coverage of the games, though, will be provided by the WGN-TV Chicago production team, under a separate contract with the White Sox. Bob Waller and Harry Caray will do TV play-by-play.

The pregame *On Deck* show, with host still to be announced, will be sponsored by Style Home Builders of Chicago (Rocklin, Irving Advertising). The postgame *Baseball Report* (no host yet) is to be sponsored by First Metropolitan Builders Inc. (Compad Advertising).

Kansas City Royals

For the fifth year, KMBZ(AM), and for the second year KBMA-TV both Kansas City, will carry the Kansas City Royals. KMBZ will broadcast the 162 regular-season schedule plus 14 preseason games that will be picked up by a regional network of some 50 radio stations in Missouri, Iowa, Nebraska, Kansas, Arkansas and Oklahoma.

Although sponsorship for the season is not yet set, pregame and postgame advertising has been bought by Milgrim's food



Goodbye, Burger, Hello, Hudepohl. The Hudepohl Brewing Co., Cincinnati, has picked up one-third sponsorship of the local Reds telecasts this season on WLWT(TV) Cincinnati and its regional network. Hudepohl, a long-time sponsor of Reds TV in previous seasons, assumes the major sponsorship relinquished by Burger Brewing Co., also Cincinnati. Details were completed Feb. 14 by Bert Schloemer, president of Stockton-Burkhart, agency for Hudepohl; Walter Bartlett (with baseball), senior vice president-television, Avco Broadcasting; Dick Wagner, assistant to executive vice president of the Reds; William Pohl, general manager-secretary of Hudepohl, and Tom Zins, executive assistant and general counsel for Hudepohl.

chain. Announcers for both the play-by-play and peripheral shows are Buddy Blattner and Dennie Mathews.

KBMA-TV will telecast 27 away games during the season and one spring-training exhibition. It will serve as originating station for 12 area TV stations.

Minnesota Twins

WCCO(AM) Minneapolis continues as the Twins' key radio outlet, feeding the full season schedule plus selected exhibition games to a seven-state regional network of about 45 stations that is again being set up by North Star Productions.

Ray Christensen and Herb Carneal will return as the play-by-play announcers.

A five-minute pregame interview show is planned with Twins Manager Frank Quilici and WCCO's Sid Hartman. Mr. Carneal will do a five-minute *Scoreboard Show* following each game.

WCCO this year has departed from the custom of selling baseball by innings or by portions of the game and related shows. Under a new sales-merchandising plan, WCCO has offered:

- All commercial time in 30-second units.

- The units rotate throughout pregame, play-by-play and postgame broadcasts, with each sponsor guaranteed that 75% of its units will be within the play-by-play and the other 25% in the adjacent programs.

- Sponsors buying a minimum of six units in every game are offered exclusive product-protection within the package. In addition, they participate in 10 promotional announcements per week for Twins baseball (in times other than baseball).

A change on the television side will have WCCO-TV taking over to handle a 30-game road schedule for a regional network of possibly 15 stations in the Dakotas, Minnesota, Wisconsin and north-

ern Iowa. All telecasts will be regular season games (16 at night, 10 on weekend afternoons and the other four on weekday afternoons).

Network sportscaster Ray Scott has been selected at the TV voice of the Twins. Working with him will be Ralph Jon Fritz, WCCO-TV's associate sports director. Jack Drees will substitute on the April 7 season opener when Mr. Scott is committed for the Masters Golf Tournament.

Rights holder for the Twins is Midwest Federal Savings and Loan Association, Minneapolis-St. Paul, which last summer supplanted its old agreement with a new seven-year pact that will give the ball club \$100,000 more in 1973 (to \$950,000) and provide for yearly increases to 1979, when the rights figure should be \$1,125,000 (BROADCASTING, July 10, 1972).

Oakland Athletics

All 162 regular and 29 preseason games of the 1972 world champions will be carried for the second year by KEEN(AM) San Jose, Calif. The games will be fed to a regional network of 18 radio stations by KEEN, which as of late last week had not yet finalized its sponsors.

Monte Moore and Jim Woods are the announcers for the play-by-play as well as pregame and postgame segments.

In television, KTVU(TV) San Francisco-Oakland will be carrying 20 away games during the regular season plus two preseason exhibitions. This is in addition to KTVU's carriage of the San Francisco Giants (BROADCASTING, Feb. 12). The TV rights went to the Cox Broadcasting Corp. station in a transaction announced earlier this month, for an estimated \$300,000. No TV sponsors for the Oakland games have yet been signed. KTVU is feeding the games to KTXL(TV) Sacramento, Calif.

Texas Rangers

After tough sledding with its radio-TV during its first year in Arlington, Tex., the Rangers are showing some broadcast gains. But the next four weeks will tell whether the comeback is enough.

Arlington Park Corp., which is understood to have made a 10-year advance to owner Robert Short for broadcast rights before the 1972 season, revised its selling tactics in midwinter. Last season, the radio-TV was handled by a subsidiary of Tracy-Locke Inc., Dallas agency. This year the selling and packaging is being done by Arlington Park Corp., which in mid-January named Roy Parks, formerly of WRR(AM) Dallas, to handle Rangers broadcasting.

KRLD(AM) Dallas will originate radio coverage of the full Rangers schedule for a regional network of 10 stations.

KDFW(TV) Dallas will originate telecasts of an unspecified number of games to be carried on a two-station network.

Play-by-play announcers for radio-TV again will be Bill Mercer and Dick Risenhoover. Terry Stenbridge will join them on telecasts.

National League-East

Chicago Cubs

For the 16th consecutive year, WGN(AM) Chicago will be the key station for a Cubs regional radio network of approximately 20 stations in Illinois, Indiana, Iowa and Kentucky.

Vince Lloyd will do the play-by-play again this year, with Hall-of-Famer Lou Boudreau as color man.

The pregame *Manager's Corner*, with Mr. Boudreau and Whitey Lockman, Cubs manager, will be partially sponsored by the Steinberg-Baum Discount House (Art House of Chicago).

The other pregame show, *Lead-Off Man*, a 10-minute program featuring Mr. Boudreau, is half-sold so far, to Seno & Sons, a Chicago outfit dealing in men's formal wear (Bud Solk & Associates).

The postgame *Scoreboard* show, hosted by Mr. Lloyd, will be sponsored by Cotter and Co., hardware and warehousing (Home Products Marketing Associates) and by Chicken Unlimited, the retail chain (Dickens Advertising).

All 162 regular-season games, plus 10 exhibitions, will be carried.

A total of 148 Cubs games (including all of the team's home games) will go out over WGN-TV Chicago this season.

At least 14 other stations, in Illinois, Wisconsin, Iowa and Indiana, will be on a regional TV network.

Jack Brickhouse and Jim West will do the play-by-play, with Mr. West hosting the pregame show *Lead-Off Man* and Mr. Brickhouse presiding over *The Tenth Inning*, the postgame show. No sponsors have yet been announced for these shows.

Montreal Expos

CFCF(AM) Montreal will again originate the Expos' games for a six-station English-language radio network and CKAC-



First on board. Metropolitan Chicagoland Chevrolet Dealers Association was at the head of the line when WSNS(TV) Chicago took over to originate White Sox coverage. At the session refining details for the 135-telecast schedule were (l-r, seated): play-by-play announcer Harry Caray, MCCDA President James Jennings; White Sox owner John W. Allyn; Leo Breen, vice president and business manager of the baseball club, and (standing, l-r) members of the association's advertising committee—Ken Spradlin, Shelly Shaperio, Jim McInerney, Mike Lattot, Jim Mancerso and Ed McKeown.

(AM) Montreal will be the key network for a 21-station French-language network. A total of 150 Expos games will be broadcast.

Dave Van Horne and Russ Taylor will do the announcing in English, and Jacques Doucet and Claude Raymond, a former Expos pitcher, will do the honors en Francais. No pregame or postgame shows are planned.

The Canadian Broadcasting Corp. will telecast 22 regular-season games to a 15-station French-language network, and 18 of those games to a 45-station English-language hookup. In addition, special satellite feeds will make the games available for the first time to stations in the far North, including the Yukon.

Announcers for the English side will be Dave Van Horne (play-by-play) and former Dodgers star Duke Snider (on color). For the French-language network, Guy Ferron will do the play-by-play and Jean-Pierre Roy the color.

New York Mets

WHN(AM) New York will be going into the second year of its three-year contract with the Mets and plans to broadcast 15 preseason and 162 regular-season games. A 25-station regional network has been set up in New York, New Jersey, Connecticut, Pennsylvania, Massachusetts, Rhode Island, Maine and Florida.

Lindsay Nelson, Bob Murphy and Ralph Kiner will return to handle the radio and TV announcing.

A pregame show, *Mets' Close-Up*, will be hosted by Mr. Nelson. A postgame show, *Mets' Scoreboard*, will be conducted by Bill Mazer and Al Albert. Rotating sponsors, pregame and postgame, are Aamco transmission dealers (Simons, Michelson), Rheem (direct), McDonald's (Elkman Advertising), Firestone Dealers (direct), Piedmont Airlines (Liller, Neal & Battles), Knapp shoes (Ingalls Associates), He-Man shops (Leo Baron) and Silvercup bread (Leo Baron).

WOR-TV has been televising Mets' games for the 11 years the team has been in the league. This year's schedule encompasses four preseason and 116 regular-season games, with five other stations on a regional network.

No pregame show is planned, and the postgame *Kiner's Korner*, a 15-minute show after all home games, has no sponsors committed yet.

Philadelphia Phillies

WCAU(AM) Philadelphia has signed a new three-year contract with the Phillies and will broadcast 16 preseason and all 162 regular-season games in 1973. A 16-station regional network has been set up in New Jersey, Delaware and other parts of Pennsylvania.

Last year's announcing team of Byram Saam, Harry Kalas and Rich Ashburn has been retained.

The pregame *Danny Ozark Show* with the Phils manager and the postgame *Star of the Game* will both be partially sponsored by the Household Finance Co. (Needham, Harper & Steers).

WPHL-TV Philadelphia, a UHF station, is on the third year of a five-year contract with the Phillies. The station will televise two preseason and 68 regular-season games, with three other Pennsylvania TV stations picking up the coverage.

The three radio announcers will double on the TV side.

The pregame *Rich Ashburn Show* will be sponsored by PSFS, a savings-fund society (N. W. Ayer), and a postgame wrap-up with Sid Doherty will be sponsored by Household Finance Co. (Needham, Harper & Steers) and by Giles and Ransome, equipment manufacturers.

Pittsburgh Pirates

KDKA(AM) Pittsburgh will be going into the third year of its present contract and will feed the full schedule of 162 games to approximately 42 stations in Ohio, West Virginia, Pennsylvania, Maryland and Florida (Bradenton, site of the Pirates' spring training).

Bob Prince and Nellie King will be back to do the radio play-by-play for the NL's Eastern Division champions. They will also handle the television side.

Group W's other station in Pittsburgh, KDKA-TV, will continue originating TV coverage that will be relayed to at least three regional affiliates. A total of 38 regular-season games (19 homes, 19 away) will be offered commencing April 14.

Broadcast rights are shared equally by Arco, Pittsburgh Brewing Co. and the Group W stations.

St. Louis Cardinals

KMOX(AM) St. Louis, which will originate radio coverage of the entire schedule of the 1973 Cardinals, so far has lined up more than 110-115 regional affiliates in the Midwest and South.

Behind the mike again will be KMOX Sports Director Jack Buck to do play-by-play and Mike Shannon to provide color. In addition, Harry Walker, Cardinals' hitting instructor and former star of the team, will provide color commentary for 30 of the games.

Two pregame and two postgame shows are planned with the sponsorship list still to be completed.

On the television side, KSP-TV St. Louis will be back for its 12th year of Cards baseball. A peak number of 30 road games, beginning with an exhibition with the Kansas City Royals in St. Petersburg, Fla., March 31, will be fed to a network of 20 stations in 10 states.

If any stations have qualms about the increasing lengths of baseball games, KSP-TV is not among them: The station plans to do both ends of a July 29 doubleheader with the Cubs in Chicago.

Play-by-play will be handled by KSP-TV Sports Director Jay Randolph, his first time in that assignment. Color man will be Mr. Shannon, the onetime Cardinal third baseman.

Mr. Randolph will also be host of a pregame *Dugout* show and a *Scoreboard* program after the games. KSP-TV sportscaster Ron Jacober will handle a second pregame show. Sponsorship list as of last week had not been completed.

National League-West

Atlanta Braves

Atlanta was a relative latecomer in acquiring franchises for the four major professional sports, but a look at the robust plans for the 1973 Braves makes one wonder why.

WSB(AM) Atlanta will be going into its eighth year of originating Braves coverage with 10 preseason games and the 162 regular-season schedule. There will be approximately 55 affiliates on the Braves regional radio network.

Milo Hamilton and Ernie Johnson will return to do the play-by-play on radio as well as on TV.

In the past, the Braves have retained all broadcast rights, handling all media details including sales to advertisers. This year, however, the baseball club has assigned television rights to WTCG(TV), independent UHF in Atlanta, a move that will permit expansion from 20 TV games last season to 50 games this season, many in prime time. The flexibility of the ch. 17 station in being able to handle the bigger schedule without network commitments was a major factor in the decision to switch to WTCG, according to Jack Carlin, director of broadcast operations for the Braves.

As of last week, there are to be 26 stations in the Braves regional TV network, reaching up to Charlotte, N.C., and down to Miami.

One change is upcoming in the Braves' broadcast operation: Mr. Carlin, with the club since 1966, moves to the Houston Astros next month as director of radio-TV.

Cincinnati Reds

WLW(AM) Cincinnati will be the originating station again for the Reds games, which will go out over an 80-station network in Ohio, Indiana, Kentucky, Virginia, West Virginia and Tennessee. Twenty preseason games will be aired, along with all 162 regular-season games.

Al Michaels and Joe Nuxhall will do the play-by-play.

Two 10-minute pregame shows are scheduled: *The Main Spark*, with Mr. Michaels and Sparky Anderson, the manager of the Reds, and *Turf Side*, hosted by Mr. Nuxhall. There are also two 10-minute postgame shows on tap: *Star of the Game*, with Mr. Nuxhall, and *Scores and Comments*, with Mr. Michaels. These four shows will be sponsored by Uniroyal's Ked's Shoes (direct), B. F. Goodrich tires (E. C. Bartlett), Chrysler-Plymouth Dealers (Young & Rubicam), Miami Margarine Co. (Ralph Jones), Cincinnati Milk Sales Association (Midland), Blue Cross/Blue Shield of Southwest Ohio (Oppenheim/Herminghausen/Clarke), Riverside Ford (E&L Advertising), Ohio National Life Insurance (Northlich/Stolley), Burkhardt's men's clothing stores of Cincinnati (J. S. Freedman), Fas-Foto photography developers (Northlich/Stolley), *The Cincinnati Enquirer*, (Stockton/West/Burkhart).

WLWT(TV) Cincinnati will televise 35

WCCO RADIO OUTSCORES TV 15-1.

When it comes to ranking broadcast media, you'll find a different kind of ball game in the Minneapolis-St. Paul market. Because WCCO Radio outscores all four television stations in an analysis of comparable data from all ARB Reports for 1972. WCCO Radio wins by a one-sided margin—taking 15 out of 16 points of average quarter-hour (AQH) audience comparison. This marks the fifth year in a row that WCCO Radio has been victorious. No wonder this unique bigger-than-TV story is getting to be a legend.

Here are a few high spots from the 1972 ARB box scores:*

Persons 12+ AQH 6 am-Midnight, M-S	
WCCO RADIO	112,750
Best TV Station	106,200

Adults 18+ AQH 6 am-6 pm, M-F	
WCCO RADIO	146,850
Top 2 TV Stations combined	129,400

Men 18+ AQH Prime Time, M-F	
WCCO RADIO (6-10 am)	96,900
Best TV Station (6:30-10:30 pm)	93,800

The full story—with the scores for all stations on all 16 points—is now available from your WCCO Radio or CBS Radio Spot Sales representative. It's must reading for any advertiser seeking winning results in the Minneapolis-St. Paul market.

FOR MAJOR LEAGUE ACTION . . .

Another winning tradition on WCCO Radio is Minnesota Twins Baseball. Again in 1973, it's the exclusive play-by-play coverage of the full American League season. New this year is the WCCO Radio sponsorship plan that combines outstanding media values (59¢ CPM) and the flexibility of spot scheduling with the excitement of big league sports. The season opens April 6. Let's play ball!



*Sources: ARB estimates. WCCO Radio - average of April-May and October-November, 1972. TV - average of January, February-March, May, October and November, 1972. Total survey areas. All data subject to qualifications which WCCO Radio will supply on request.

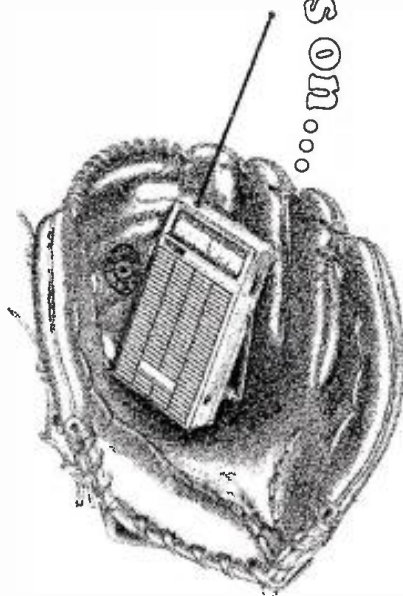


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games of the San Francisco Giants.
Place your radio advertising on the
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**McCLATCHY
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Represented Nationally by Katz Radio

Reds games (five at home, 30 on the road) as the linchpin of a 10-station network covering Ohio, Indiana and Kentucky. A new announcing team hasn't been selected yet. (Last year's play-by-play men were Waite Hoyt, who has retired, and Tom Hedrick).

The only TV supplement to the Reds games is a 10-minute pregame show on the weekends called *Dugout*. No sponsors have been lined up yet.

Houston Astros

KPRC-AM-TV Houston will go into its second year of originating coverage of the Astros. KPRC will broadcast 31 pre-season games, the full 162-game regular schedule and one in-season exhibition, feeding to a radio network of 36 stations (up from 32 last season).

Gene Elston and Loel Passe will again be the Astros broadcast team with Bill Enis joining them when games are also on TV.

KPRC-TV has scheduled 20 games and will feed them to 24 stations (up from 16 in 1972).

The Astros, which packages and sells its own broadcast coverage, said that pregame and postgame shows are planned with Coca-Cola (McCann-Erickson) definitely set as sponsor.

Los Angeles Dodgers

KFI(AM) Los Angeles will carry the 162 regular-season games of the Dodgers, plus 27 preseason games.

KFI will feed the games, including the pre-and postgame segments to a 10-station hookup.

Announcers for the radio play-by-play and pregame and postgame shows will be Vince Scully and Jerry Doggett.

Pregame and postgame sponsors are Pepsi-Cola (Brown, Clark, Elkus & Moses) and Knudsen Dairy (Grey Advertising).

On TV, the Dodgers will be carried for the 15th year by KTTV(TV) Los Angeles. Pregame and postgame sponsors are the same as for radio, as are the announcers.

For the Spanish-language market, one of the major ethnic groups in the city, the Dodgers are to be carried on KWKW(AM) Los Angeles, with Jaime Jarrin doing the play-by-play as well as the pregame and postgame segments.

San Diego Padres

All 162 regular-season games of the Padres plus 17 preseason exhibitions will be carried, as they have for the past five years, by KOGO(AM) San Diego.

This year, for the first time, no arrangements have been concluded with any TV station because of the fluid ABC-affiliation situation in San Diego at this time. KCST(TV) on ch. 39, which carried the Padres for the last three years, is actively seeking the ABC affiliation and, according to Padres sources, is unwilling to commit itself to the baseball season until

it knows what its network situation is going to be. ABC for years has been affiliated with XETV(TV) Tijuana, Mexico, but late last year the FCC refused to approve an extension of this arrangement (BROADCASTING, Feb. 12).

Jerry Coleman and Bob Chandler are signed to do the play-by-play and pregame and postgame shows.

Pregame and postgame sponsors are Pepsi-Cola bottlers (Presidio Advertising), and Foodmaker drive-through restaurants (Doyle Dane Bernbach).

San Francisco Giants

KSFO(AM) San Francisco for the 16th year will broadcast the 162 regular-season games of the Giants not only to its audience in the Bay Area, but also to 13 other stations in a regional network covering Northern California and, in the case of one station, Nevada. It will also be the 16th year for the four McClatchy stations in the regional network — KFBK(AM) Sacramento, KMJ(AM) Fresno, KBEE(AM) Modesto, all California, and KOH(AM) Reno.

In addition, KSFO is broadcasting 11 spring-training games.

Announcers for play-by-play as well as pregame and postgame shows are Lon Simmons and Bill Thompson. Pregame and postgame sponsors are Home Savings Bank (Galaxy Advertising) and Langendorf Bread (A/Media).

In television, 20 away games—and two preseason games—will be carried by KTVU(TV) Oakland-San Francisco, which also will be feeding the play-by-play to KTXL(TV) Sacramento, with announcing to be done by Mr. Simmons and Gary Park.

(The preceding special report was compiled principally by Frederick M. Fitzgerald, senior editor (Washington), with assistance from Earl B. Abrams, senior editor (Hollywood), and John M. Dempsey, assistant editor (New York).)



Telling it to Sweeney. Not all the major baseball-contract signings involved the majors. Adolph Coors Co. has bought full sponsorship of the Denver Bears' 136 games on KOA(AM) Denver. On hand for the occasion (l-r): Bob Martin, KOA sports director; Ed Sweeney, president of Fox, Sweeney & True, agency for the brewing company, and Mick Schafbuch, vice president-general manager of KOA-AM-FM.